

Message Text

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SUBJ: NATIONAL CABLE TELEVISION CONGRESS AND EXHIBITION, JAN.

31, FEB. 3, 1975

FROM MILAN TRADE CENTER

REF: ROME TELEX 1014 (NOTAL, MILAN TELEX TC 39 (NOTAL)

MARIO BECK, FSL, ATTENDED JANUARY 31 OPENING OF TECHNICAL CONVENTION AND OF FIRST NATIONAL SHOW ON CABLE TV ORGANIZED AT MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNICA, MILAN, BY SIM (INTERNATIONAL MUSIC SALOON). SEMINAR WAS CHAIRED BY PROF. GIANCARLO MASINI, WELL KNOWN ITALIAN JOURNALIST AND PRESIDENT OF THE NATIONAL ASSOCIATION OF SCIENTIFIC PRESS. ATTENDING OPENING OF SEMINAR WAS ALSO AN OFFICIAL REPRESENTATIVE OF THE MAYOR OF MILAN, ALDO ANIASI. MAIN PURPOSES OF BOTH RCONVENTION AND EXHIBITION ARE THOSE OF ATTRACTING ATTENTION OF ITALIAN AUTHORITIES AND OF ALL POTENTIAL END-USERS ON CATV SYSTEMS WHICH ARE NEW FOR THIS COUNTRY, UND OF STRESSING THE IMPORTANCE OF FREE COMMUNICATIONS.

SHOW INCLUDES 53 PARTICIPANTS FROM ITALY, GREAT BRITAIN, BELGIUM, SWITZERLAND, SWEDEN, W.GERMANY, JAPAN, AUSTRIA AND USA. AMERICAN COMPANIES IN SHOW ARE AMPEX, 3M, IVM, DATATRON, PENTAGON, DYNAIR.

SCHEDULE OF SEMINAR ALSO CALLS FOR PARTICIPATION OF REPRESENTAT-

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IVES OF CANADIAN CABLE TV ASSOCIATION AND ROUND TABLE DISCUSSIONS

BETWEEN MEMBERS OF SEVERAL ITALIAN POLITICAL PARTIES, TECHNICIANS AND JOURNALISTS. THE ONLY QUALIFIED US VISITOR ALERTED TO THIS EVENT THROUGH INFORMATION SUPPLIED TWO MONTHS AGO BY THIS POST SEEMS TO HAVE BEEN MR. KURT R. THULER OF THETA-COM CATV DIV. (CONTROLLED BY HUGHES AIRCRAFT INTERNATIONAL) WHO ARRIVED FROM BERN AND VISITED SHOW WITH DOTT. BECK, ATTENDING ALSO PART OF THE TECHNICAL CONVENTION. MR. THULER IS CONSIDERING APPOINTMENT OF LOCAL SALES REPRESENTATIVE FOR THETA-COM PRODUCTS AND HAS ALREADY ESTABLISHED CONTACTS WITH SEVERAL POTENTIAL DISTRIBUTORS BUT WILL REQUIRE FURTHER ASSISTANCE FROM THIS POST BEFORE MAKING HIS DECISION IN THIS RESPECT.FINA

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